

## PROBLEM OF MOTOR CAR ACCIDENTS

Special Inspectors Can Report Men Who Drink and Those Who Are Reckless.

### PEDESTRIANS CAN HELP

By FRANCIS M. HUGO, Secretary of State.

How to deal with the serious situation that exists by reason of the large number of accidents involving motor vehicles is a question to which all friends of the automobile are giving much thought. It is never out of mind, but lately by reason of the frequency and the seriousness of these unfortunate happenings a remedy is being sought with more than ordinary vigor. The feeling has become widespread among the ranks of car owners and drivers that something should be done to diminish the death toll and the list of injured.

It is natural therefore that the Secretary of State's office should be turned to for relief, for the reason that this department is charged with the administration of the motor vehicle registration and license statute and through its powers the regulation of motor vehicles is in a very limited degree controlled. That the Secretary of State's office is not apathetic in the matter of accidents but is fully alive to its responsibility is apparent from the fact that it has proposed from time to time certain remedies in its efforts to diminish accidents.

From complaints made directly to the Secretary of State's office, from the observation of special civilian inspectors, who are serving the Commonwealth without pay, and from information to be picked up in garages and from the local police it is felt that it will be possible to learn with considerable accuracy who are the drivers that for one reason or another are most dangerous on the road. They may be drinking men or reckless or for some other reason unfit to operate. With such information available the Secretary of State's office can weed out from the great number of motor car operators some at least of those who are most likely to cause accidents.

A great difficulty in the way of handling the accident question effectively is the impossibility of assigning definite causes for the accident. They happen at all times of the day and night, in the city and in the country, with cars that are driven rapidly and cars driven slowly, on the open road and at corners. Even with the great quantity of material they have available the inspectors of the automobile bureau are able to draw only general conclusions, though of course they can attribute a certain number of accidents to intoxication on the part of the driver or to recklessness, and more to carelessness on the part of the pedestrian.

Pedestrians undoubtedly bring disaster upon themselves by relying too much on the waterfulness and quickness of the drivers of automobiles; they are prone to take too much of their own safety in their right to use the road. This causes people to step without looking into a heavily travelled street or to cross from behind a street car directly into the path of vehicles. Too little emphasis is placed upon the dangers of the road on which traffic has more than doubled during the past few years. Motorists are careless about running into the streets where they are about running upon a railroad track. Educational work along this line, it is believed, will do much to diminish the number of accidents.

### EMPIRE TIRES POPULAR.

The Red Rubber and Service Appeal to Many.

In a season which has been marked by unprecedented sales of automobiles the impulse of luxury has manifested itself in every detail of the purchase and outfitting of cars. The motorist of today wants the right motor, he insists on the handsome body and the rich appointments. In a time of national business boom, the pleasure car must present luxury in every detail.

Returns being sent to the Empire Tire and Rubber Company of Trenton, N. J., from branches and agencies show the big share Empire Tires are having in this demand for the highest type of product.

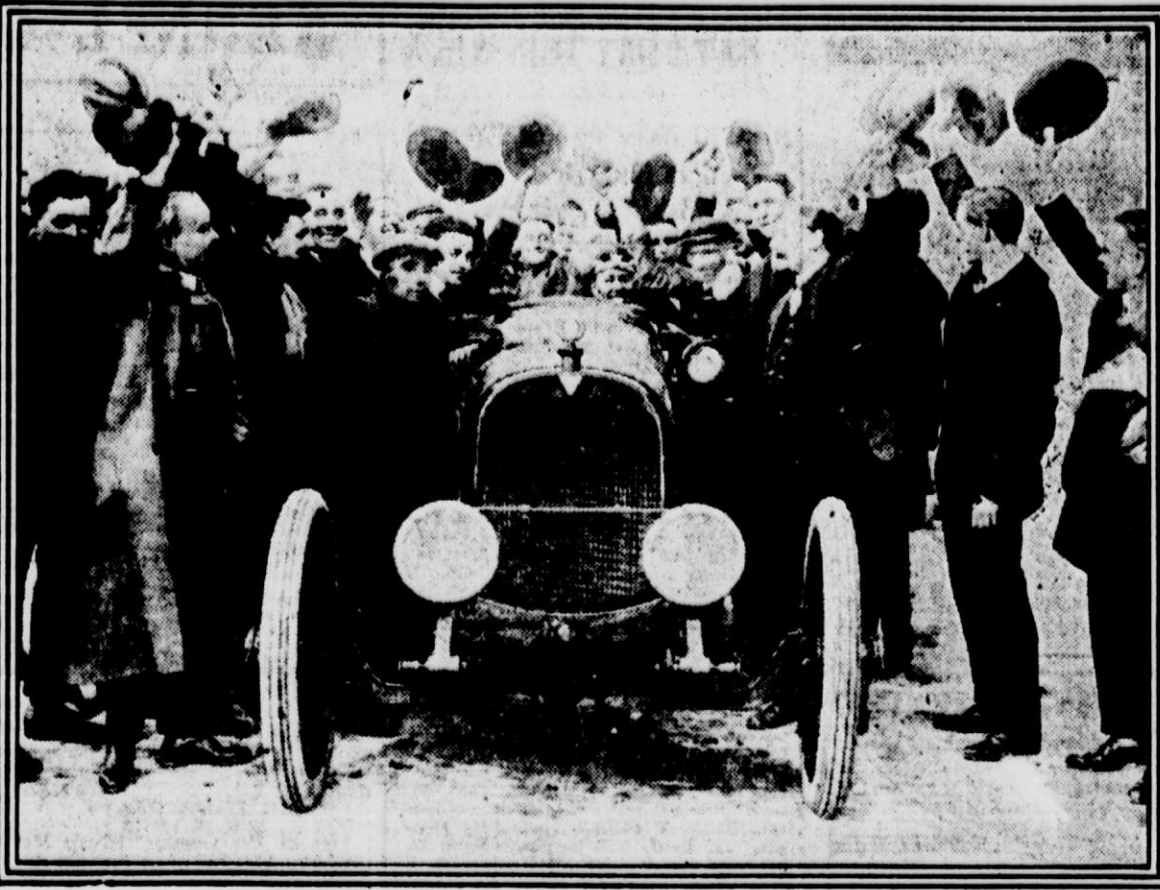
The first touch of warm weather, the hint of spring and summer touring delights immediately stimulated the demand for Empires, especially on the finer grades of cars. The factory now working overtime affords an excellent barometer of the assurance of big business in automobiles, a proof that the little detail of an increase in the price of gasoline is not going to operate to make men deprive themselves of their favorite warm weather diversion. The luxury of the latest Empire full moulded type is now everywhere recognized. The stunning red gives the added touch of smartness to a car. They appeal to the pride of the car owner. He would not purchase a bad tire merely because it looks well, but when he can get all this comeliness, together with the highest grade of red rubber, so made as to ensure the largest mileage and the ultimate of comfortable service, he finds every factor arguing for high grade product like the Empire.

Much of the spring rush of orders comes in the nature of repeat orders. Splendid results from Empires cause owners to spread enthusiastic commendation for them.

### Rest and De Palma Will Meet.

INDIANAPOLIS, May 5.—With the sixth annual International Sweepstakes race on the Indianapolis motor speedway only a few weeks off, activities have assumed a new lease of life at the "Hoosier track." Darío Rest, champion of the 1915 season, has entered with a Peugeot car. He gave De Palma a hard fought battle last year. He, however, cleaned up at the track. He looked upon his entry as the greatest speedway challenge ever. He is a racing car and never fails to please the spectators by his accurate work. He drives the limit at all times. His duty is the finishing touch that guarantees a high speed entry on the paved oval May 30.

## Ralph Mulford and His Record Breaking Hudson Super-Six



By far the most remarkable event of the week in automobile circles was the wonderful record made by Ralph Mulford in a Hudson super-six stock chassis, which covered 1,512 miles in twenty-four hours at the Sheepshead Bay Speedway, May 12, and averaged 75 19-24 miles per hour for the entire distance.

The car, by the way, is the same machine which showed a record of 102 22 miles per hour on Ormond Beach a few weeks ago, and the remarkable part of it is that it is a regular stock chassis and not a special racing car. In-

identally Mulford broke S. P. Edge's record of 1,531 miles, which has stood for nine years, by 238 miles. It is also worthy of note that the car, despite its speed, averaged 11 1/2 miles to a gallon of gasoline used. Except for stops for fuel every 100 miles Mulford's only stops were to shift a tire, change some spark plugs, and once to clean out the carburetor of his car.

Mulford used Goodrich cord tires and came through without a puncture or blowout. His tire change was made as a matter of precaution after he had covered 1,520 miles, as the left rear shoe

was slightly worn.

The test was an official one under the auspices of the American Automobile Association, and the record will unquestionably be formally approved when the contest board meets.

For the benefit of motorists who may desire a closer view of a car that traveled further than any other piece of machinery on earth for a period of twenty-four hours, Harry S. Houpt has placed the car on exhibition in the Hudson Car saleroom in the Circle Building, where it will be on view for a few days.

## TOURING OFFERS KEEN ENJOYMENT

One Is Not Bothered by Time Tables and Other Trials of Railroad Travel.

With the season of the year approaching when people begin to plan for their summer vacation trips the old question of how and where to go is uppermost in the minds of thousands of motorists. The average car owner, because of the fact that he gets the greatest amount of pleasure and comfort out of his car in the summer time, hesitates about leaving it behind when he starts off to the mountains or seashore.

"The motor car, because of its ability to get there," makes almost any kind of vacation trip possible," says John A. Wilby, president of the Wilby-Overland Company, who has covered various parts of the United States, Canada and foreign countries by automobile. "Seashore, mountains, inland lakes and rivers, all can be seen to the best advantage by the motor tourist who goes his own way and makes his own time without having to depend upon a railroad schedule or be bothered by the delays and inconveniences to which the average tourist is subjected.

"A small, light car like the Overland

finds traveling in a small, light car inexpensive.

"I'll venture to say that the majority of Overland owners who have spent their vacations touring about the country have had more real enjoyment at less expense than would be possible had they undertaken any other kind of an outing."

### AFFECTION FOR OLD CAR.

Owners Get to Know All Its Whims.

"The comradeship existing between the average man and his car is as deep hearted as that between man and horse, or dog," says Russell L. Engle, metropolitan distributor of the Kew-Kar. "I have seen people fairly grieve at parting with an old car. They have come to understand it, to know just what to expect of it, to rely upon it to faithfully perform its part of the daily routine. Each car has traits of its own, even when built by the same workman in the same way, perhaps on the same day. You can blindfold the average driver, seat him in turn at the wheel of his own and another car just like it, and immediately he will tell you which is his."

### HURLBURT CO. EXPANDS.

Increases Capital Stock From \$150,000 to \$450,000.

An interesting announcement was made last week by the Hurlburt Motor Truck Company of New York city when word was given out that it had increased its capital from \$150,000 to \$450,000. Of this amount \$100,000 is

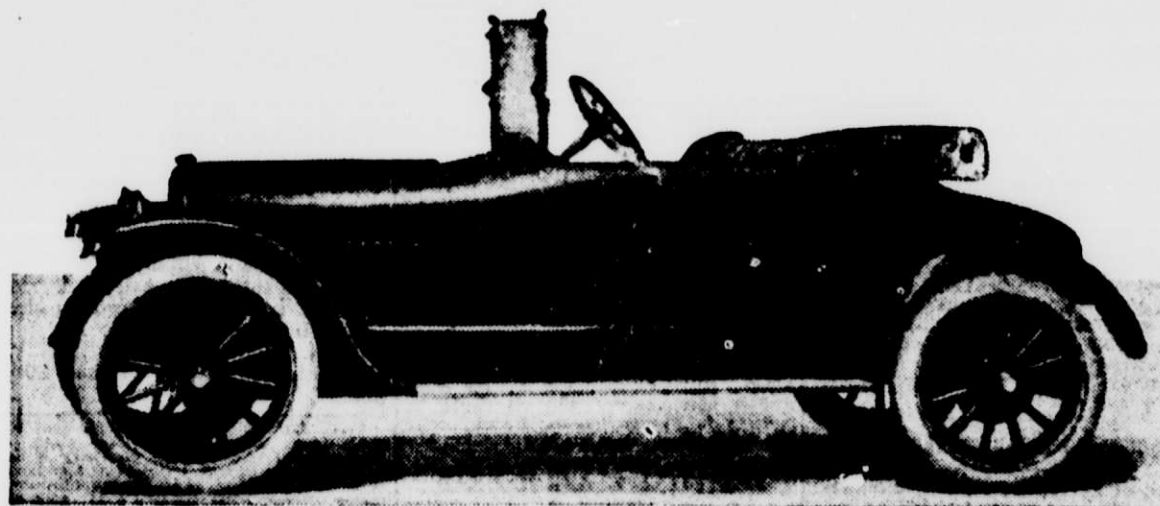
## ELECTRICS TO HAVE SOCIABILITY RUN

Scores of Women Will Show Great Utility of Their Cars to Friends.

Electric pleasure car owners in New York will have a day of their own on Friday the 19th, when the New York Electric Vehicle Association's "Sociability Run" will take place. As any one would suppose from the name, this is chiefly a ladies' party and is planned with the twofold object of encouraging sociability among the hundred or more women drivers of electric automobiles in this city and of demonstrating to their guests the practicability of the electric for long suburban runs, the ease with which they can be accomplished and the pleasure derived from them.

The start will be made at 2:30 o'clock from the Electric Garage, Central Park West and Sixty-second street, proceeding up Riverside Drive, through Van Cortlandt Park and Westchester to the Swanoy Country Club, Bronxville, where tea will be served. Mrs. Walter Neumiller will be the hostess at the club. Invitations are being sent by the New York Electric Vehicle Association to all

## The Davis "Companionable" Roadster, Seating Four



This car is attracting much attention. The Rogers Motor Corporation at 1822 Broadway—Eastern distributors for the full line of Davis cars—is able to promise immediate deliveries, although the company has twice in the past week had its salesroom floor swept clean of cars. However, express shipments are arriving daily, which, together with freight shipments, will enable the Rogers Corporation to continue to satisfy every demand.

Model 75 is the type of machine preferred by many people who plan to spend their vacations in the mountains. These smaller cars can travel over rough, hilly roads and get to and from places much easier than the big, heavy machines. In fact, the small, light car has every advantage over its big brother when it comes to mountain climbing. Its light weight enables it to get through soft, sandy spots where it would be folly to drive a big, cumbersome car.

"From one to five people can take a vacation trip in an Overland Model 75 and enjoy every minute of the time. Their vacation starts from the time the car leaves the house until it returns. In addition to being out in the open air and taking in points of interest the tourist

common stock and \$350,000 is preferred stock.

The company has been receiving so many orders of late, both from local sources and from abroad, that it has been found necessary to increase the capital employed in its rapidly growing business.

Founded scarcely four years ago, this company has invaded the Eastern field and has given a new and very high standard to the motor truck world.

The sales of the Hurlburt Motor Truck Company increased so rapidly that it outgrew its plant at Port George and moved to its new home at Harlem River and Third avenue, where it has many times the space and facilities of its former factory.

owners of electric pleasure cars in Manhattan and The Bronx, and Mrs. Clara Wilton Smith is arranging the details.

One of the features of the run will be a competition in the form of a secret time contest. The distance to be covered is approximately forty miles. Three judges will make the run in their own cars from the Electric Garage to the Swanoy Club before the day of the contest, each one noting the total time which he made the run. The average of these three times will then be obtained and this will be used as the secret time for the run. This, of course, is known only to the judges, and the contestant coming nearest to driving her car over the route in the secret time will be awarded a prize. All that the contestants have to gauge their time by is the approximate speed in miles per hour which they are told to make.

OLD HAS SERVICE SCHOOL.

It Means That Repair Work Will Improve.

"In the establishment of a permanent school for Oldsmobile service men at Lansing, Mich., an epochal step forward in improving its automobile service throughout the United States has been made by the parent factory," says G. H. Larson, president of the Oldsmobile Company of New York.

"The first session, to which we sent two wholesale salesmen with the superintendent of the service department, and three mechanics, registered an attendance of over 200 service men from all parts of the country, while meetings with an equal showing are promised regularly in the future. To date service men have worked under the handi-cap of being more or less isolated in their work, with experience in the main their only text book, and the result has been much lost effort, both in motor car diagnosis and in furnishing prompt, effective remedy. Under expert instruction in the school the purpose is to make each service man as thoroughly familiar with car theory and construction as the factory engineer himself."

# An Unqualified Denial of an Utterly False Report

A report that is *basely false*, to the effect that the Maxwell Motor Company has joined in a merger with several other motor car companies, entailing change in the policies and management of the Company, has been published in many newspapers throughout the country. Any foundation for this report is so *utterly lacking* that we can only attribute it to competitors who are trying to use us as a tool to further their own interests.

## To Maxwell Dealers, To Maxwell Owners and to the Public--

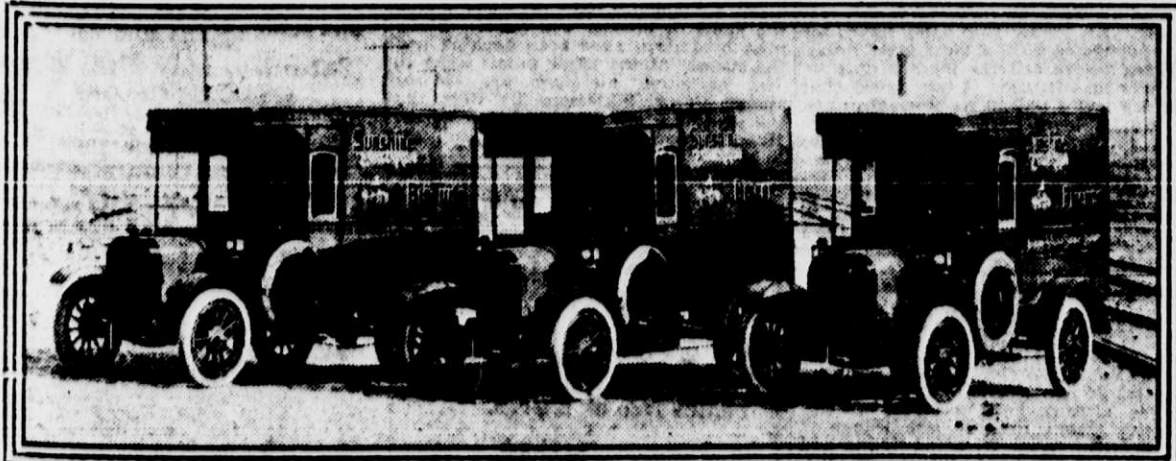
We wish to state that the Maxwell Motor Company has not joined in any merger, that no change in ownership has taken place, nor has there been any change in the personnel directing its policies. Furthermore, no such changes in the Maxwell organization are contemplated. We, therefore, make an unqualified denial of the ridiculous rumors of consolidations involving the Maxwell name.

**Maxwell Motor Co., Inc.**

WALTER E. FLANDERS, Pres.

Detroit, Mich., May 6th, 1916.

## The Loose-Wiles Biscuit Co. Is "Delivering With Vim"



A portion of the fleet of Vim delivery cars serving the Loose-Wiles Biscuit Company at their Long Island city branch. Vim trucks are distributed in the metropolitan district by the Manhattan Motors Corporation, Broadway at Fifty-sixth street. The slogan of this live organization "Deliver with Vim" is being put into actual practice by many local concerns.